

## AMENDMENTS TO THE CLAIMS

1. (currently amended) A method of analyzing web sites using a visualization tool, comprising the following steps:  
storing web page log data concerning web pages located at a web site;  
analyzing the stored web page log data pages and generating a web page metric of the stored web pages located at said web site; and  
combining the web page metric with at least one of the stored web pages in a graphical user interface.
2. (currently amended) The method as claimed in claim 1, wherein the graphical user interface is an html-based, XML-based, or XSL-based or ~~XML/XSL-based~~ interface.
3. (original) The method as claimed in claim 1, wherein the web page metric includes at least one of number of promotional click-throughs data.
4. (original) The method as claimed in claim 1, wherein the graphical user interface includes a report region and at least one web page image corresponding to an entry in the report region.
5. (original) The method as claimed in claim 4, wherein the report region includes a web page metric.
6. (original) The method as claimed in claim 1, wherein the graphical user interface includes a web page region and a web page information region.

7. (original) The method as claimed in claim 6, wherein the web page information region includes a web page metric.

8. (currently amended) A web site visualization tool for web analytics, comprising:

a graphical user interface;  
a database storing historical web pages and web page metric data; and  
a relationship engine able to retrieve historical web page and web page metric data associated with said retrieved historical web page from said database and able to provide said retrieved historical web page and associated web page metric analyzed data to said graphical user interface.

9. (currently amended) The web site visualization tool as claimed in claim 8, wherein the graphical user interface is an html-based, XML-based, or XSL-based ~~or XML/XSL-based~~ interface.

10. (canceled)

11. (currently amended) The web site visualization tool as claimed in claim 8 ~~claim 10~~, wherein the retrieved web page metric data includes a count of the at least one of number of promotional click-throughs associated with the retrieved historical web page.

12. (original) The web site visualization tool as claimed in claim 8, wherein said graphical user interface includes a report region and at least one web page image corresponding to an entry in the report region.

13. (original) The web site visualization tool as claimed in claim 12, wherein the report region includes a web page metric.

14. (original) The web site visualization tool as claimed in claim 8, wherein the graphical user interface includes a web page region and a web page information region.

15. (original) The web site visualization tool as claimed in claim 14, wherein the web page information region includes a web page metric.